



CYNTHIA CONKLIN

UX & VISUAL DESIGNER

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PROFILE

I'm a UX designer with extensive experience in graphic design in both in-house and freelance settings. What inspires me is working with people and solving problems, although I definitely spend my fair share of time in front of a computer getting things pixel perfect. I'm excited about opportunities where I can use my skills and contribute to meaningful change.

EXPERIENCE

UX Design Immersive Student | GENERAL ASSEMBLY

April 2016 - June 2016

During this 10 week immersive UX training program, I worked on 5 projects using agile and lean methodologies. Skills used include user research, competitive analysis, storyboards, persona development, user flows, wire frames, visual design and prototyping. Projects include:

Lumentus Social: Worked with a software development company to design a mobile app for their social media marketing platform aimed at the business person who is a novice at social media.

New England Aquarium's Online Giftshop: A project focussing on improving the online shopping experience for a specific user's needs.

Graphic Design Consultant | CYNDI CONKLIN DESIGNS

2003 - Present

I specialize in print and digital design for small businesses, service-based organizations, and startups in the entertainment, retail, health care, and non-profit sectors. Select clients include: Mount Sinai Hospital, Children's Museum of the Arts, Nature Right Natural Pet Products, New York Society for Neurosurgery, and OM Yoga.

Senior Graphic Designer | HOSPITAL FOR SPECIAL SURGERY

2005 -2016

Collaborated with the in-house marketing team to lead visual design for branded materials, including print and digital advertising, internal signage, collateral, and patient-facing literature.

Earlier Experience includes multiple fundraising, operational support, and instructional roles within the education and non-profit sectors.

METHODOLOGIES

User Research and Testing
Competitive Analysis
Persona Development
Storyboards
Site Mapping
User Flows
Wireframing
Prototyping
Visual Design

SOFTWARE

Advanced proficiency
InDesign
Illustrator
Photoshop
Bridge
Sketch
InVision
MS Office

TECHNOLOGY

Basic knowledge
HTML & CSS

EDUCATION

User Experience Design Immersive | GENERAL ASSEMBLY
Graphic Design Certificate | SCHOOL OF VISUAL ARTS
BA, Psychology, Studio Art Minor | SKIDMORE COLLEGE